

## ORDER



KSDK

**Orders**  
**Order / Rev:** 721803  
**Alt Order #:** 06369478  
**Product Desc:** CROSSROADS GPS  
**Estimate:** 1164  
**Flight Dates:** 10/21/12 - 10/28/12  
**Original Date / Rev:** 10/11/12 / 10/11/12  
**Order Type:** Political

**Primary AE:** Kristin Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Crossroads Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza Suite 500  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Crossroads GPS  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential,IS-Candidate/  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	35	\$62,230.00	\$52,895.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	35	\$62,230.00	\$52,895.50	0.00
<b>Totals</b>	<b>35</b>	<b>\$62,230.00</b>	<b>\$52,895.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KSDK	34%	\$62,230.00
Market	100%	\$183,029.41

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	2%	\$3,660.59
KETC	0%	\$0.00
KMOV	27%	\$49,417.94
KNLC	0%	\$0.00
KPLR	4%	\$7,321.18
KTVI	33%	\$60,399.71
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	10/26/12	10/26/12	LN (M-F) LN (M-F)	CM	10-1035p	----F--	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
NEWS 5 AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	----F--	1		\$3,375.00	0.00							
E 2	KSDK	10/26/12	10/26/12	Tonight Show Tonight Show	CM	1035-1137p	----F--	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00

Advertiser:	Crossroads GPS
Product Desc:	CROSSROADS GPS
Estimate:	1164

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	----F--			1			\$1,010.00			0.00		
E 3	KSDK	10/26/12	10/26/12	M-F Noon News Noon News	CM	12-1230p	----F--	:30	1	\$790.00	P-1	0.00	NM	1	\$790.00
NEWSCHANNEL 5 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	----F--			1			\$790.00			0.00		
E 4	KSDK	10/26/12	10/26/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	----F--	:30	1	\$3,025.00	P-1	0.00	NM	1	\$3,025.00
NEWSCHANNEL 5 @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	----F--			1			\$3,025.00			0.00		
E 5	KSDK	10/26/12	10/26/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	----F--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	----F--			1			\$3,000.00			0.00		
E 6	KSDK	10/26/12	10/26/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	----F--	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	----F--			1			\$1,250.00			0.00		
E 7	KSDK	10/22/12	10/22/12	LN (M-F) LN (M-F)	CM	10-1035p	M-----	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
NEWS 5 AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	M-----			1			\$3,375.00			0.00		
E 8	KSDK	10/22/12	10/22/12	Tonight Show Tonight Show	CM	1035-1137p	M-----	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	M-----			1			\$1,010.00			0.00		
E 9	KSDK	10/22/12	10/22/12	M-F Noon News Noon News	CM	12-1230p	M-----	:30	1	\$790.00	P-1	0.00	NM	1	\$790.00
NEWSCHANNEL 5 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	M-----			1			\$790.00			0.00		
E 10	KSDK	10/22/12	10/22/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$3,025.00	P-1	0.00	NM	1	\$3,025.00
NEWSCHANNEL 5 @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	M-----			1			\$3,025.00			0.00		
E 11	KSDK	10/22/12	10/22/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	M-----			1			\$3,000.00			0.00		
E 12	KSDK	10/22/12	10/22/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	M-----	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	M-----			1			\$1,250.00			0.00		
E 13	KSDK	10/27/12	10/27/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$2,700.00	P-1	0.00	NM	1	\$2,700.00
NEWS 5 AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S-			1			\$2,700.00			0.00		
E 14	KSDK	10/27/12	10/27/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat	CM	630-7P	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
WHEEL OF FORTUNE															

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 Alt Order #: 06369478  
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Advertiser: Crossroads GPS  
 Product Desc: CROSSROADS GPS  
 Estimate: 1164

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	KSDK	10/27/12	10/27/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat	CM	630-7P	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$1,125.00		0.00			
E 15	KSDK	10/21/12	10/21/12	LN2 (Su) LN2 (Su)	CM	1033p-11p/11:05p	-----S	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
NEWS 5 @ 10P AFTER NFL 2 9/9/12 -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,125.00		0.00			
E 16	KSDK	10/21/12	10/28/12	NBC Special LF Sunday 1205-1235A Jeopardy	CM	1205-1235a Jeopa (12:05 XM-12:35 XM)	-----S	:30	1	\$340.00	P-1	0.00	NM	2	\$680.00
JEOPARDY WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$340.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$340.00		0.00			
E 17	KSDK	10/21/12	10/28/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$550.00	P-1	0.00	NM	2	\$1,100.00
TODAY IN ST. LOUIS SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$550.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$550.00		0.00			
E 18	KSDK	10/25/12	10/25/12	Tonight Show Tonight Show	CM	1035-1137p	---T---	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,010.00		0.00			
E 19	KSDK	10/25/12	10/25/12	M-F Noon News Noon News	CM	12-1230p	---T---	:30	1	\$790.00	P-1	0.00	NM	1	\$790.00
NEWSCHANNEL 5 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$790.00		0.00			
E 20	KSDK	10/25/12	10/25/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	---T---	:30	1	\$3,025.00	P-1	0.00	NM	1	\$3,025.00
NEWSCHANNEL 5 @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$3,025.00		0.00			
E 21	KSDK	10/25/12	10/25/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	---T---	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$3,000.00		0.00			
E 22	KSDK	10/25/12	10/25/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	---T---	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,250.00		0.00			
E 23	KSDK	10/23/12	10/23/12	Tonight Show Tonight Show	CM	1035-1137p	-T-----	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,010.00		0.00			
E 24	KSDK	10/23/12	10/23/12	M-F Noon News Noon News	CM	12-1230p	-T-----	:30	1	\$790.00	P-1	0.00	NM	1	\$790.00
NEWSCHANNEL 5 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$790.00		0.00			
E 25	KSDK	10/23/12	10/23/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-T-----	:30	1	\$3,025.00	P-1	0.00	NM	1	\$3,025.00
NEWSCHANNEL 5 @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$3,025.00		0.00			

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Advertiser: Crossroads GPS  
 Product Desc: CROSSROADS GPS  
 Estimate: 1164

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	KSDK	10/23/12	10/23/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-T-----	:30	1	\$3,025.00	P-1	0.00	NM	1	\$3,025.00
NEWSCHANNEL 5 @ 6P															
E 26	KSDK	10/23/12	10/23/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	-T-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$3,000.00		0.00			
E 27	KSDK	10/23/12	10/23/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-T-----	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,250.00		0.00			
E 28	KSDK	10/24/12	10/24/12	LN (M-F) LN (M-F)	CM	10-1035p	--W----	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
NEWS 5 AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$3,375.00		0.00			
E 29	KSDK	10/24/12	10/24/12	Tonight Show Tonight Show	CM	1035-1137p	--W----	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$1,010.00		0.00			
E 30	KSDK	10/24/12	10/24/12	M-F Noon News Noon News	CM	12-1230p	--W----	:30	1	\$790.00	P-1	0.00	NM	1	\$790.00
NEWSCHANNEL 5 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$790.00		0.00			
E 31	KSDK	10/24/12	10/24/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	--W----	:30	1	\$3,025.00	P-1	0.00	NM	1	\$3,025.00
NEWSCHANNEL 5 @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$3,025.00		0.00			
E 32	KSDK	10/24/12	10/24/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	--W----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$3,000.00		0.00			
E 33	KSDK	10/24/12	10/24/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	--W----	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$1,250.00		0.00			
													Totals	35	\$62,230.00